

RE: Ad Campaign Info

**Subject:** RE: Ad Campaign Info  
**From:** Julia Marino </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=F11C410F3DBF4A9D909729EBF415E93C-JMARINO>  
**Date:** 09/29/2017 09:14 AM  
**To:** Christopher Loos <chris@urbanize.la>  
**CC:** Christy Anderson <canderson@downtownla.com>

Sorry I never got back to you on this but yes, it does make sense and I appreciate you taking the time to explain it!  
We're processing your payment today but need your w-9. Will you please send that over as soon as you can? Thank you!

**Julia Marino**  
Economic Development Associate  
 <https://www.downtov>


**Downtown Center Business Improvement District**  
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017  
Call: 213-416-7529 | Fax: 213-624-0858  
Web: [DowntownLA.com](http://DowntownLA.com)  
  

**From:** Christopher Loos [mailto:chris@urbanize.la]  
**Sent:** Wednesday, September 27, 2017 2:26 PM  
**To:** Julia Marino <jmarino@downtownla.com>  
**Cc:** Christy Anderson <canderson@downtownla.com>  
**Subject:** Re: Ad Campaign Info

Okay, I know what happened. The ad *overdelivered* this morning, and is now holding back until its back on track. This can happen sometimes as traffic varies day-to-day and Doubleclick cannot always accurately predict the frequency to display each ad at to deliver the promised number of impressions by the end of the campaign.  
You can see this in the Progress column of the table I sent over. One ad size has delivered 117% of the impressions that it should have at this point in the campaign, and the other ad size has delivered 112% of the impressions it should have at this point in the campaign. Doubleclick will pump the brakes a bit until those numbers fall back down to 100%.  
Sorry for the technical explanation- hope that makes sense.

On Wed, Sep 27, 2017 at 2:15 PM, Christopher Loos <chris@urbanize.la> wrote:  
Verified. Its been viewed 4,006 times and been clicked on 6 times so far. The ad won't appear on every pageview, so its possible that you just haven't come across it yet.


On Wed, Sep 27, 2017 at 2:04 PM, Christopher Loos <chris@urbanize.la> wrote:  
It should have gone up at midnight last night. I'll verify that its up and serving impressions, hold on...

On Wed, Sep 27, 2017 at 2:00 PM, Julia Marino <jmarino@downtownla.com> wrote:  
Hi Chris,  
I haven't seen our ads on the site yet. Did they make it on?  
**Julia Marino**  
Economic Development Associate  
 <https://www.downtov>

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**From:** Christopher Loos [mailto:chris@urbanize.la]  
**Sent:** Tuesday, September 26, 2017 11:21 AM  
**To:** Julia Marino <jmarino@downtownla.com>  
**Cc:** Christy Anderson <canderson@downtownla.com>  
**Subject:** Re: Ad Campaign Info

Okay no problem, just wanted to verify. Let me know if anything changes.  
The campaign is in the queue and will go live at 12:00am tonight. If you have any questions or want an interim progress report at any point during the campaign, just let me know.  
Thanks,  
Chris

On Tue, Sep 26, 2017 at 11:14 AM, Julia Marino <jmarino@downtownla.com> wrote:  
That was the plan but our graphic designer is pretty busy so I'm thinking he might not have gotten to it. Just go ahead and use that one. Thanks so much!  
**Julia Marino**  
Economic Development Associate  
 <https://www.downtov>

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**From:** Christopher Loos [mailto:chris@urbanize.la]  
**Sent:** Tuesday, September 26, 2017 10:45 AM  
**To:** Julia Marino <jmarino@downtownla.com>  
**Cc:** Christy Anderson <canderson@downtownla.com>  
**Subject:** Re: Ad Campaign Info

Thanks Julia, you're good to go for tomorrow!  
One quick questions: did you want to try two different images for the 336x280 ad as well? I only see 1 image in that size attached to this email.  
Thanks,  
Chris

On Mon, Sep 25, 2017 at 4:14 PM, Julia Marino <jmarino@downtownla.com> wrote:  
Hi Chris,  
Please find our graphics attached. Please link them to our survey page here: <https://goo.gl/U21byv>  
Looking forward to seeing these on your site! Please let me know if there is anything else you need from us. Thank you!  
**Julia Marino**

Economic Development Associate

<https://www.downtonla.com>

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**From:** Julia Marino  
**Sent:** Friday, September 22, 2017 2:17 PM  
**To:** 'Christopher Loos' <[chris@urbanize.la](mailto:chris@urbanize.la)>  
**Cc:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>  
**Subject:** RE: Ad Campaign Info

Hi Chris,  
  
Please find the signed IO attached. I'm processing the invoice now and a check will be cut and sent next week. Thank you!  
  
My best,  
Julia

**Julia Marino**  
Economic Development Associate

<https://www.downtonla.com>

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**From:** Christopher Loos [<mailto:chris@urbanize.la>]  
**Sent:** Friday, September 22, 2017 12:37 PM  
**To:** Julia Marino <[jmarino@downtownla.com](mailto:jmarino@downtownla.com)>  
**Cc:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>  
**Subject:** Re: Ad Campaign Info

Hi Julia,  
  
Please sign, date and return the attached insertion order.  
  
You can view the e-invoice at this link:

[https://my.freshbooks.com/#link=evJhKc-d0JlU11NtIsNtR5-Cf6lRpXVCJ9-eyJvYmplY3RzZCf6lRk2MTOzNvIsImxldmVsIjowLCJ1c2VyaWQoImZ0ODU5NSwic3lzdGVyaWQoJE5NlA1MDMslmV4cCI6MTUzNzY0NDg4NSwidHlwZSI6ImIudm9pY2U1LCJhY2NvdW50aWQoIiwS090hCJ9.8G-19lgyR8XhIL4Gv93mav5QU1b7BjEUo0HuiJSans?share\\_method=share\\_link&type=secondary](https://my.freshbooks.com/#link=evJhKc-d0JlU11NtIsNtR5-Cf6lRpXVCJ9-eyJvYmplY3RzZCf6lRk2MTOzNvIsImxldmVsIjowLCJ1c2VyaWQoImZ0ODU5NSwic3lzdGVyaWQoJE5NlA1MDMslmV4cCI6MTUzNzY0NDg4NSwidHlwZSI6ImIudm9pY2U1LCJhY2NvdW50aWQoIiwS090hCJ9.8G-19lgyR8XhIL4Gv93mav5QU1b7BjEUo0HuiJSans?share_method=share_link&type=secondary)

Thanks,  
  
Chris

On Fri, Sep 22, 2017 at 10:54 AM, Julia Marino <[jmarino@downtownla.com](mailto:jmarino@downtownla.com)> wrote:  
This is great! Thanks, Chris! I'm requesting this work from our graphic designer and will have those files to you in advance of the deadline. I'll look out for your insertion order and invoice so we can get that squared away.  
  
My best,

**Julia Marino**  
Economic Development Associate

<https://www.downtonla.com>

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**From:** Christopher Loos [<mailto:chris@urbanize.la>]  
**Sent:** Friday, September 22, 2017 10:47 AM  
**To:** Julia Marino <[jmarino@downtownla.com](mailto:jmarino@downtownla.com)>  
**Cc:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>  
**Subject:** Ad Campaign Info

Hi Julia,  
  
Sorry to have missed you on this morning's call. Here's the specifics Christy and I discussed:

Ad Type	Visibility	CPM	Impressions	Cost	Notes
970x90 Large Leaderboard - Banner ATF	Desktop	\$12	20,833	\$250	A/B Testing w/ 2 different images
336x280 Large Rectangle - Banner ATF	Mobile	\$12	20,833	\$250	A/B Testing w/ 2 different images
Total			41,666	\$500	

This initial campaign would be for a total of \$500, split evenly across 2 different ad types:

- 970x90 Large Leaderboard - Banner ATF (Desktop)
- 336x280 Large Rectangle - Banner ATF (Mobile)

This campaign would begin next **Wed Sep 27**, and run through **Tue Oct 3** (1 week) and will deliver **41,666 total impressions**. Last week Urbanize had around 51,000 user sessions, so assuming that we get a similar amount of traffic during the next couple weeks your campaign will be visible for ~ 82% of sessions - pretty good saturation.

The campaign would also make use of A/B split testing. You'd provide us with 2 different images for each ad size. The impressions will be split evenly over each image (so each image garnering 10,416 impressions). At the end of the campaign we'll provide you with the independent performance metrics (e.g. click counts, etc) for each graphic-- useful information for next time around!

I'll get the insertion order and invoice to you this morning. Signing the IO locks in your reservation. We ask that the invoice is paid prior to the start of the campaign.

Image files can be in PNG, JPEG or GIF format and must be provided no later than **8pm Tue Sep 27**.

If you have any questions, please don't hesitate to ask. I'm excited to be partnering with DCBID! You guys are DTLA's biggest advocates and do amazing work :)

Thanks,  
  
Chris  
--  
**Chris Loos**  
Co-founder  
[chris@urbanize.la](mailto:chris@urbanize.la)  
[www.urbanize.la](http://www.urbanize.la)  
ph. 213.537.2137

## 3 of 3

12/15/2017 01:22 PM